WEBINARS

GATEWAY TO SOUTH AMERICA: NAVIGATING AGRI-FOOD EXPORT OPPORTUNITIES IN COLOMBIA & CHILE

Wednesday, May 28, 2025 | 10:00 AM - 11:00 AM
Registration: Thursday, May 15 - Tuesday, May 27, 2025
Online | United States of America | North America

https://www.wusata.org/e/76OFJ05

EVENT DETAILS

Gateway to South America: Navigating Agri-Food Export Opportunities in Colombia & Chile

May 28, 2025, 10am to 11am PDT

The meeting link will be sent to registered companies within 24 hours of registration

Presented by Bryant Christie Inc. and IMALINX

This webinar is targeted at exporters of food and specialty agricultural products based in the Western United States, especially those interested in entering the Colombian and Chilean markets. The presentation will provide a technical overview of the import landscape in both countries, including tariff structures, maximum residue level (MRL) regulations, and phytosanitary certification requirements, logistics, labeling, and distribution considerations, presented by Bryant Christie Inc. WUSATA's South America representative IMALINX will explore consumer preferences, retail and food service trends, and key opportunities for U.S. products particularly in the areas of pet food, high-value specialty foods, and fresh produce. The session will conclude with a discussion of real-world insights and market entry strategies to help exporters succeed in these dynamic South American markets.

Detailed Meeting Overview:

1.Welcome & Opening Remarks

- o Introduction
- o Brief overview of objectives and what attendees can expect

2. Colombia and Chile Import Market Landscape: A Technical Overview

Tariffs and Trade Agreements

- o Current tariff structures under U.S.-Chile FTA, U.S.-Colombia TPA
- o Tariff reduction timelines and impacts

Importing Challenges & Technical Requirements

- o MRL (Maximum Residue Levels) standards and compliance
- o Phytosanitary certification requirements (esp. for fresh produce)
- o Labeling, packaging, and customs clearance procedures
- o Customs procedures and documentation tips for fresh and processed goods

3. Logistics & Distribution Essentials

- o Shipping routes and port infrastructure insights (e.g., Valparaíso, Cartagena, Buenaventura)
- o Cold chain and shelf-life considerations for perishables
- o Labeling requirements and best practices for compliance
- o Navigating distribution channels: brokers, importers, and retailers

4. Understanding the Consumer & Market Trends

- o Retail landscape: growth of modern grocery, price sensitivity, local vs. imported preferences
- o Food service dynamics: emerging niches, post-pandemic recovery
- o Trends in health, sustainability, and premium product categories
- o Differences in consumer behavior between Chile and Colombia

5. Niche Spotlight: Pet Food Exports

- o Overview of pet food import demand and market size in both countries
- o Regulatory considerations and formulation standards
- o Channels for market entry: specialty stores, e-commerce, veterinary clinics

6.Q&A Session

- o Open floor for participant questions

7. Closing Remarks & Next Steps

- o Summary of key takeaways
- o Upcoming WUSATA events
- o Invitation to one-on-one consulting

Learning Outcomes:

1. **Understand Market Access Requirements** - Identify and interpret key import regulations in Colombia and Chile, including tariff schedules, MRL limits, and phytosanitary certification protocols for fresh and specialty agricultural products

2. **Navigate Logistics and Distribution Channels** - Gain insights into shipping routes, port infrastructure, cold chain requirements, labeling standards, and common distribution models in both markets

3. **Analyze Consumer Behavior and Market Trends** - Recognize key consumer preferences, retail trends, and food service dynamics in Colombia and Chile, and assess their relevance to U.S. agri-food exports

4. **Explore Pet Food Export Opportunities** - Understand regulatory requirements, demand trends, and market access pathways for pet food products in both countries

5. **Assess Business and Market Entry Strategies** - Evaluate practical considerations for doing business in Colombia and Chile, including market entry strategies, partner selection, and risk management